This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method <u>performed by a processor</u> comprising:

adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of broadcasted programs predetermined to be in the category from the first set;

determining a plurality of demographic profiles based on the second set, wherein <u>each</u> <u>demographic profile corresponds to a different user, as</u> ~~different ones of the plurality of~~ ~~demographic profiles are~~ determined by different behavior peaks indicated by the second set; and

selecting a first advertisement based on at least one of the demographic profiles.

2. (Original) The method of claim 1, further comprising:

displaying the first advertisement with an interactive programming guide.

3. (Original) The method of claim 1, further comprising:

transmitting the second set to a unit at a head end of a broadcasting system.

4. (Original) The method of claim 1, further comprising:

receiving a set of advertisements including the first advertisement.

5. (Original) The method of claim 1, further comprising:

removing a category from the second set in response to a selecting of the category from the second set or the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program predetermined to be in the category from the second set.

6. (Previously Presented) The method of claim 1, further comprising:

verifying with a viewer the adding of the category from the first set to the second set.

7. (Previously Presented) A computer-readable medium encoded with computer executable instructions, that when executed by the computer cause a machine to perform operations comprising:

adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of broadcasted programs predetermined to be in the category from the first set;

determining a plurality of demographic profiles based on the second set, wherein ~~each~~ demographic profile corresponds to a different user, as ~~different ones of the plurality of~~ ~~demographic profiles are~~ determined by different behavior peaks indicated by the second set; and

selecting a first advertisement based on at least one of the demographic profiles.

8. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

displaying the advertisement with an interactive programming guide.

9. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

transmitting the second set to a unit at a head end of a broadcasting system.

10. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

receiving a set of advertisements including the first advertisement.

11. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

removing a category from the second set in response to a selecting of the category from the second set or the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program predetermined to be in the category from the second set.

12. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:
    verifying with a viewer the adding of the category from the first set to the second set.

13-17 (Canceled)

18. (Previously Presented) The method of claim 1, further including adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to multiple selectings of at least one broadcasted program predetermined to be in the category from the first set.

19. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further include adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to multiple selectings of at least one broadcasted program predetermined to be in the category from the first set.

20. (Previously Presented) The method of claim 1 further including adding a category from the first set to the second set of categories in response to a selecting of the category from the first set.

21. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, further including adding a category from the first set to the second set of categories in response to a selecting of the category from the first set.

22. (New) The method of claim 1 further including:

increasing a weight value of a category based on a duration of viewing time for at least one broadcast program in that category; and

wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

23. (New) The computer-readable medium encoded with computer executable instructions of claim 7, further including:

increasing a weight value of a category based on a duration of viewing time for at least one broadcast program in that category; and

wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.